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just because you go out and purchase a Steinway grand," Eisenstaedt said. "Good photographs begin in the brain. The eye, not the camera, sees the picture you ultimately will produce."

Eisenstaedt has known literally hundreds of world figures and other luminaries who have been a part of our public lives over the past 40 years. Presidents, from Franklin D. Roosevelt to Richard M. Nixon; great musicians, from Richard Strauss and Igor Stravinsky in the 1930's to Leonard Bernstein today; the noted scientists, like Albert Einstein; kings, queens, inventors, sportsmen, artists, motion picture stars, conservationists, businessmen, and ordinary people in every walk of life.

There's the poignant scene in "People" of the old lady sitting alone in a train depot. There's another of the late President Kennedy admiring his young daughter, Caroline.

The most impressive person he ever met? It seemed like a silly question as soon as I asked it, but Eisenstaedt quickly gave me an answer. "Dr. Edwin H. Land (inventor of the Polaroid camera). An absolute genius."

Regardless of whom his subject may be, Eisenstaedt learned a long time ago not to be in awe of anybody. It was advice he heeded from Wilson Hicks, a famous *Life* picture editor and a person Eisenstaedt admired very much.

"I've never forgotten what he told me. Be yourself. This means don't be awestruck, not by anybody, not even a U.S. president or a Churchill. Looking up to somebody with adoration is not necessary. I go into an assignment and I am one of them, absolutely at the same level."

"Naturally, I have to read quite a bit about the people I shoot; I have to know how to talk to them. I don't come to them as a photographer as much as, say, a diplomat. One has to be diplomatic to get good pictures. Don't push anybody, force anybody to do what you want."

But just as you begin to take him seriously, Eisenstaedt grins and scoffs at the idea of being the father of photojournalism. He doesn't consider himself to be a photographic genius either, not like Gordon Parks, for example, whom he considers to be one.

"I'm not even sure I'm a photojournalist. I do think I'm a good photographer, and that's how I'd like to be remembered."